

**South Park Stakeholders Group
District Identity and Streetscape Improvement (DISI) Committee Meeting
Thursday, June 13, 2013, 8:30 AM
1333 S. Hope St, Los Angeles, CA 90015**

Committee Members: Robin Bieker, Jessica Lall, Lihn Ho, Corwyn Anthony, Rick Poulos

Staff: Amanda Irvine

Guests:/ Robin Perkins and Paul Nagakura (Selbert Perkins)

MINUTES:

Interim Committee Chair, Jessica Lall, called the meeting to order at 8:33 AM. There were no public comments.

| <i>Item</i> | <i>Discussion</i> | <i>Action taken?</i> |
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| Public Comments | No public comments | No action taken. |
| Presentation on My Figueroa Project by Selbert Perkins | <p>Robin and Paul present the My Figueroa project, specially focusing on the signage and brand identity. The team looked at the existing signage system of the color coding/logos from the past, wanted to integrate new system with all of the old ones. New signage system is moving from car-centric to pedestrian-centric. Looked at the better wayfinding systems in other cities. London has a particularly good system with Living Maps/Legible London. Selbert Perkins is in the process of working on Bringing Back Broadway as well as Union Station on their signage systems. Would like to create a consistent mapping system for the city as a whole- for hotels, transit, neighborhoods, etc. Looking at Fig Corridor specifically, there are three districts or areas, integrate them with simple yet united signage, totems, and bus shelters. Need to reach out to BSL for the banners – its under their purview. LATCB or new Econ Develop Department could take this on city-wide. Also would like to pose question to DOT on how to update the info on these signs in the future. Need an agreement with the other BIDs for maintaining of the maps and signage info. Streetcar integration is also unclear.</p> <p>Next steps: DOT about maps, DT BIDs about maps, integration with streetcar, Melani about the landscaping, Chamber Of Commerce, BID consortium for signage.</p> | No action taken. |

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| Launch of new logo concept / business set | Jessica discusses the launch of the new logo: on website, social media, trucks, uniforms, SWAG. All will be coming out within the next month. | No action taken. |
| Farmers Market Update | <i>Tabled</i> | No action taken. |
| Other business | No other business | No action taken. |
| Next Meeting | <i>Thursday, July 11th at 8:30 AM</i> | |

Adjourned at 9:51 AM

NEXT STEPS:

- **Amanda will:**
 - Design and order SWAG with new logo
 - Work on website and social media integration with new logo
- **Jessica will:**
 - Speak with DT BIDs, BID Consortium, Melani, and Streetcar Board about connections with My Fig project.

Minutes taken by Amanda Irvine, staff.